One Door, Many Paths Conference, June 28, 2016

Sector Board Start-Up and Engagement

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1. Background
   A. Definition of Sector Partnerships
   B. Why Bother?
      1) Federal WIOA Requirement
      2) State Requirement – Pathways for Academic Career and Employment (PACE) IA Code Chapter 260H
      3) Key to eligibility for federal grants
      4) Great way to keep in constant contact with your regional companies to ensure that you are meeting their needs.

2. How to Begin?
   A. Identify Geographic Area – not necessarily same as your WIOA region or college district
   B. Identify Target Sectors
      1) Labor Market Data – high demand, high wage, large number of hires
      2) Business Input (include Local Workforce Development Board)

3. Who to Invite? Warning: This can be messy!
   A. Business reps (50% or more preferred): Those who are already active and/or who have a need (Chamber members, IowaWORKS active partners, Community College Advisory Committee members, people who serve on other boards, etc). Ask business contacts to recommend other business reps.
   B. Education partners: Comm. College, 4 year institutions, K-12s, others
      1) Credit program reps
      2) Continuing Ed reps
      3) Econ Development
      4) Intermediary Network
      5) Pathways
   C. IowaWORKS
   D. Economic Development (Chambers, Local Econ. Dev. Orgs)
   E. Labor Organizations
   F. Partner organizations (IVRS, community orgs, nonprofits)
   G. Currently Enrolled Students (Only in the industry program)
   H. Others (philanthropic orgs, industry associations)

4. How to invite?
   A. Invite a lot of businesses (30+). Multiple people from same company is okay)
   B. Personal letter & Email from CC President or other
   C. Follow-up with personal visits or phone calls – Use CC Economic Development Department to find out what the companies are looking to get out of the meetings, ROI.
   D. Electronic calendar invitation with agenda

5. When to hold meetings? Breakfast, lunch, late afternoon, evening – whenever the business reps want to meet.

6. Meeting Location? Businesses can host them, switch business per meeting, or keep centralized location same all the time. Let businesses decide

7. The role of the convener and/or facilitator (neutral, credible, and has sector partnerships as a primary task) – Needs to be someone who is known in the community already, maybe someone from IowaWORKS. Keep the convener the same for the long run to ensure consistency.

8. How to fund the meetings? Community College should be stepping up to the plate to help fund these meetings. Businesses can also assist with funding.

9. What to include in the first meeting agenda
   A. Welcome from a business person and maybe the CC President or VP
   B. Introductions
   C. Mission/Purpose
   D. Data presentation – EMSI
   E. Cursory Review of By-Laws/MOU/Charter
   F. Next Steps Discussion
      1) Meeting schedule
      2) Others to invite
      3) Business chair

10. Subsequent agendas
    A. Elect Business Chair and Vice Chair
    B. Prioritization of Goals
    C. Identify Action Items
    D. Career Pathways Map development
    E. Relevant Data to be presented regularly – every 2-3 meetings
    F. Industry-related research and materials to spur discussion
    G. Business Needs and Industry Trends Discussion on every single agenda

H. Content experts in the field speaking on relevant topics identified by business members

11. Maintaining Engagement – What's the ROI?
    A. Bring in new members
    B. Ask businesses what they need
    C. Data driven
    D. Review of training programs and curriculum (once every two or three meetings, valuable for Continuing Ed)
    E. Review Charter periodically
    F. Business reps need something tangible to do that will produce results
        1) Example: Mfg Video for students created by Mfg Sector Board
        2) Example: SWIMAQ training events
        3) Example: IT Student and Employer Surveys created by IT Sector Board
        4) Example: Social Media Recruitment Strategies presentation for Sector Boards
        5) Example: Healthcare On-boarding and Retention Strategy Sessions
        6) Involvement in Career Fairs, 8th Grade Career Forum
        7) Pott County -> Sector Boards -> Cass County Workforce Alignment Committee.
        8) Example: CEAM in Clarinda
        9) Example: Scholarships for IWCC IT students created by Woodman of the World Insurance
    G. Transparency
        a. Website and Marketing
    H. Ultimately, what keeps businesses coming back to meetings?
        a. Feeling good about their contributions to the board and to their community
        b. Networking with their peers
        c. Return on Investment - Getting something from the meetings to help them in their jobs (quality job applicants, information, data, etc)

12. Learn from your mistakes